ELSEVIER

Author Index

Adams M, 123

Barahona JC, 17
Barczak G, 131
Bolaños I, 23
Brenes ER, 1, 3, 23, 57, 67
Bryant K, 67
Burciaga R, 23

Castro R, 57, 67
Cirigliano M, 35
Clark T, 161
Colburn FD, 97

Diener BJ, 89
Dominguez LV, 1, 3, 35

Ellen PS, 131

Ickis JC, 47, 77

Jimeno M, 23
Johnston WJ, 199

Koch TW, 171

LaPlaca PJ, 179
Lewin JE, 199
Lichtenthal JD, 211
Long MM, 211

Marin JN, 17
McKee D, 161
Murray KB, 141

Patton WE III, 115
Pilling BK, 131
Plank RE, 235

Rivera J, 47
Ruddy V, 57, 67

Saklad H, 89
Salas F, 23
Stock D, 171

Vogel CM, 141

Webster C, 105
Wilson DT, 211
Woodside AG, 177

Journal of Business Research 38, 243 (1997)

© 1997 Elsevier Science Inc.

655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/97/$17.00
PII S0148-2963(96)00268-8

ELSEVIER

Subject Index

AUDIT COMMITTEES
Determinants of Audit Committee Formation in the Life Insurance Industry: New Zealand Evidence, 123

BANKING SERVICES
Developing Typologies of Consumer Motives for Use of Technologically Based Banking Services, 131
BRAND EQUITY
Chocolates El Rey: Industrial Modernization and Export Strategy, 35
BUSINESS-TO-BUSINESS MARKETING
Advances in Industrial Marketing Theory and Research from the Journal of Business and Industrial Marketing, 179
Contributions of Business-to-Business Marketing Journals: Introduction to the Special Issue, 177
Contributions to Marketing Theory and Practice from Industrial Marketing Management, 179
Scientific Contributions to the Field from the Journal of Business-to-Business Marketing, 211
Theory, Practice, and Empirical Development Contributions: Advances in Business Marketing and Purchasing, 235

CERTIFICATION
Portico, S.A., 89
CONSUMER BEHAVIOR
Developing Typologies of Consumer Motives for Use of Technologically Based Banking Services, 131
CORPORATE SOCIAL RESPONSIBILITY
Using a Hierarchy-of-Effects Approach to Gauge the Effectiveness of Corporate Social Responsibility to Generate Goodwill Toward the Firm: Financial versus Nonfinancial Impacts, 141

ENVIRONMENTAL DEGRADATION EFFECTS
Shrimp or Bananas, 97
ENVIRONMENTAL INFORMATION
Portico, S.A., 89
ENVIRONMENTAL MANAGEMENT
Environmental Management by Marketing Decision-Makers in Financial Services, 161

EXPORT-ORIENTED INDUSTRIAL DEVELOPMENT
Free Zones in El Salvador, 57
EXPORT STRATEGY
Chocolates El Rey: Industrial Modernization and Export Strategy, 35

FINANCIAL SERVICES
Environmental Management by Marketing Decision-Makers in Financial Services, 161
FOREIGN EXCHANGE
Shrimp or Bananas, 97
FREE TRADE ZONES
Free Zones in El Salvador, 57
J.M. Textiles, 67

GOODWILL STRATEGIES
Using a Hierarchy-of-Effects Approach to Gauge the Effectiveness of Corporate Social Responsibility to Generate Goodwill Toward the Firm: Financial versus Nonfinancial Impacts, 141
GOVERNMENT REGULATION
Shrimp or Bananas, 97

INDUSTRIAL VENDOR SELECTION
Individual and Joint Decision-Making in Industrial Vendor Selection, 115
INTEREST RATE VOLATILITY
An Analysis of Implied Tax Rates on Long-Term Taxable and Tax-Exempt Bonds, 171
INTERNATIONAL INVESTMENT PROJECT
Free Zones in El Salvador, 57
INTERNATIONALLY ORIENTED ENTERPRISE
Atlas Eléctrica, S.A., 17
Café Britt, S.A., 23
Chocolates El Rey: Industrial Modernization and Export Strategy, 35
The Internationalization of Latin American Enterprises and Market Liberalization in the Americas: A Vital Linkage, 3
J.M. Textiles, 67
Prologue to This Special Issue: Strategic Choices in the New International Enterprise in Latin America, 1

Journal of Business Research 38, 245–247 (1997)
© 1997 Elsevier Science Inc.
655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/97/$17.00
PII S0148-2963(96)00270-6

JOURNALS
Advances in Industrial Marketing Theory and Research from the Journal of Business and Industrial Marketing, 179
Contributions of Business-to-Business Marketing Journals: Introduction to the Special Issue, 177
Contributions to Marketing Theory and Practice from Industrial Marketing Management, 179
Scientific Contributions to the Field from the Journal of Business-to-Business Marketing, 211
Theory, Practice, and Empirical Development Contributions: Advances in Business Marketing and Purchasing, 235

LATIN AMERICA
Atlas Eléctrica, S.A., 17
Café Britt, S.A., 23
Cerro Cahuí, 47
Chocolates El Rey: Industrial Modernization and Export Strategy, 35
Free Zones in El Salvador, 57
The Internationalization of Latin American Enterprises and Market Liberalization in the Americas: A Vital Linkage, 3
J.M. Textiles, 67
MAVESA: Strategic Alliance, 77
Portico, S.A., 89
Prologue to This Special Issue: Strategic Choices in the New International Enterprise in Latin America, 1

LIFE INSURANCE INDUSTRY
Determinants of Audit Committee Formation in the Life Insurance Industry: New Zealand Evidence, 123

MARKET FAILURE
Shrimp or Bananas, 97

MARKET LIBERALIZATION
The Internationalization of Latin American Enterprises and Market Liberalization in the Americas: A Vital Linkage, 3

MARKETING RESEARCH
Advances in Industrial Marketing Theory and Research from the *Journal of Business and Industrial Marketing*, 179
Atlas Eléctrica, S.A., 17
Café Britt, S.A., 23
Chocolates El Rey: Industrial Modernization and Export Strategy, 35
Contributions of Business-to-Business Marketing Journals: Introduction to the Special Issue, 177
Contributions to Marketing Theory and Practice from Industrial Marketing Management, 179
Developing Typologies of Consumer Motives for Use of Technologically Based Banking Services, 131
Effects of Researcher Presence and Appeal on Response Quality in Hand-Delivered, Self-Administered Surveys, 105
Environmental Management by Marketing Decision-Makers in Financial Services, 161
Free Zones in El Salvador, 57
Individual and Joint Decision-Making in Industrial Vendor Selection, 115
The Internationalization of Latin American Enterprises and Market Liberalization in the Americas: A Vital Linkage, 3
J.M. Textiles, 67
MAVESA: Strategic Alliance, 77
Portico, S.A., 89
Prologue to This Special Issue: Strategic Choices in the New International Enterprise in Latin America, 1
Scientific Contributions to the Field from the *Journal of Business-to-Business Marketing*, 211
Theory, Practice, and Empirical Development Contributions: Advances in Business Marketing and Purchasing, 235
Using a Hierarchy-of-Effects Approach to Gauge the Effectiveness of Corporate Social Responsibility to Generate Goodwill Toward the Firm: Financial versus Nonfinancial Impacts, 141

NATURAL RESOURCE CONSERVATION
Cerro Cahuí, 47

ORGANIZATIONAL THEORY AND BEHAVIOR
Individual and Joint Decision-Making in Industrial Vendor Selection, 115
Using a Hierarchy-of-Effects Approach to Gauge the Effectiveness of Corporate Social Responsibility to Generate Goodwill Toward the Firm: Financial versus Nonfinancial Impacts, 141

PUBLICATIONS
Advances in Industrial Marketing Theory and Research from the *Journal of Business and Industrial Marketing*, 179
Contributions of Business-to-Business Marketing Journals: Introduction to the Special Issue, 177
Contributions to Marketing Theory and Practice from *Industrial Marketing Management*, 179
Scientific Contributions to the Field from the *Journal of Business-to-Business Marketing*, 211
Theory, Practice, and Empirical Development Contributions: *Advances in Business Marketing and Purchasing*, 235

SCIENTIFIC CERTIFICATION SYSTEMS
Portico, S.A., 89

STRATEGIC ALLIANCE
MAVESA: Strategic Alliance, 77

SURVEYS
Effects of Researcher Presence and Appeal on Response Quality in Hand-Delivered, Self-Administered Surveys, 105
SUSTAINABLE DEVELOPMENT
Cerro Cahuí, 47

TAX-EXEMPT BONDS
An Analysis of Implied Tax Rates on Long-Term Taxable and Tax-Exempt Bonds, 171
TAX RATES
An Analysis of Implied Tax Rates on Long-Term Taxable and Tax-Exempt Bonds, 171
TRANSNATIONAL CORPORATION
J.M. Textiles, 67

VENDOR SELECTION
Individual and Joint Decision-Making in Industrial Vendor Selection, 115